

INVOICE



WPTV
1100 Banyan Blvd.
West Palm Beach, FL 33401
Main: (561)655-5455
Billing: (877)290-6105

Invoice #	Invoice Date	Invoice Month	Invoice Period
313534-1	11/06/12	November 2012	10/29/12 - 11/05/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Marta Salazar-Perren	EWS - Washing	National

Billing Address:

Waterfront Strategies
Attention: Accounts Payable
1010 Wisconsin Avenue NW - Suite 800
Washington, DC 20007

Advertiser	Product	Estimate Number
House Majority PAC	House Majority PAC	1903

Flight Dates	Order #	Alt Order #
10/30/12 - 11/05/12	313534	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

Send Payment To:

WPTV
P.O. Box 116871
Atlanta, GA 30368-6871

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref
2	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/30/12	11/05/12	M-F 430-5a	430-5a	MTWTF--	:30	2	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 MTWTF-- 2 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 7 WPTV Tu 10/30/12 4:57 AM M-F 430-5a 430-5a :30 HMP12FL18T08H \$250.00 NM 6 WPTV M 11/05/12 4:39 AM M-F 430-5a 430-5a :30 HMP12FL18T08H \$250.00 NM									
2	10/30/12	11/05/12	M-F 5-6a	5-6a	MTWTF--	:30	3	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 MTWTF-- 3 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 7 WPTV Tu 10/30/12 5:42 AM M-F 5-6a 5-6a :30 HMP12FL18T09H \$750.00 NM 9 WPTV F 11/02/12 5:11 AM M-F 5-6a 5-6a :30 HMP12FL18T08H \$750.00 NM 8 WPTV M 11/05/12 5:23 AM M-F 5-6a 5-6a :30 HMP12FL18T09H \$750.00 NM									
4	10/30/12	11/05/12	M-F 7-9a	7-9a	MTWTF--	:30	4	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 MTWTF-- 4 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 12 WPTV Tu 10/30/12 6:59 AM M-F 7-9a 7-9a :30 HMP12FL18T08H \$3,000.00 NM 10 WPTV W 10/31/12 8:57 AM M-F 7-9a 7-9a :30 HMP12FL18T08H \$3,000.00 NM 11 WPTV F 11/02/12 8:56 AM M-F 7-9a 7-9a :30 HMP12FL18T09H \$3,000.00 NM 9 WPTV M 11/05/12 8:56 AM M-F 7-9a 7-9a :30 HMP12FL18T08H \$3,000.00 NM									
5	10/30/12	11/05/12	Sa 6-7a	6-7a	-----S-	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 -----S- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WPTV Sa 11/03/12 6:22 AM Sa 6-7a 6-7a :30 HMP12FL18T08H \$500.00 NM									

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Advertiser	Product	Estimate Number	
House Majority PAC	House Majority PAC	1903	



Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/30/12	11/05/12	Sa 7-8a	7-8a	-----S-	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 -----S- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WPTV Sa 11/03/12 7:48 AM Sa 7-8a 7-8a :30 HMP12FL18T09H \$1,000.00 NM									
7	10/30/12	11/05/12	Sa 8-10a	8-10a	-----S-	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 -----S- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WPTV Sa 11/03/12 8:51 AM Sa 8-10a 8-10a :30 HMP12FL18T08H \$1,500.00 NM									
8	10/30/12	11/05/12	Su 7-8a	7-8a	-----S	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 -----S 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WPTV Su 11/04/12 7:08 AM Su 7-8a 7-8a :30 HMP12FL18T08H \$750.00 NM									
9	10/30/12	11/05/12	Su 8-9a	8-9a	-----S	:30	1	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 -----S 1 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WPTV Su 11/04/12 8:26 AM Su 8-9a 8-9a :30 HMP12FL18T09H \$2,500.00 NM									
10	10/30/12	11/05/12	M-F 9-10a	9-10a	MTWTF--	:30	2	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 MTWTF-- 2 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 WPTV W 10/31/12 9:50 AM M-F 9-10a 9-10a :30 HMP12FL18T09H \$1,500.00 NM 7 WPTV M 11/05/12 M-F 9-10a 9-10a :00 \$1,500.00 NM See MG 10.8 8 WPTV M 11/05/12 12:43 PM M-F 12n-1p 12-1p :30 HMP12FL18T09H \$1,500.00 NM MG for 10.7 11/05									
11	10/30/12	11/05/12	M-F 10-11a	10-11a	MTWTF--	:30	2	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 MTWTF-- 2 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 7 WPTV Tu 10/30/12 M-F 10-11a 10-11a :00 \$1,000.00 NM See MG 11.8 8 WPTV W 10/31/12 10:46 AM M-F 10-11a 10-11a :30 HMP12FL18T08H \$1,000.00 NM MG for 11.7 10/30 9 WPTV Su 11/04/12 10:54 AM SU 10-11am To the Point 10-11am :30 HMP12FL18T08H \$1,000.00 NM MG for 11.6 11/05 6 WPTV M 11/05/12 M-F 10-11a 10-11a :00 \$1,000.00 NM See MG 11.9									
12	10/30/12	11/05/12	M-F 11-12n	11a-12p	MTWTF--	:30	2	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 MTWTF-- 2 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 WPTV F 11/02/12 11:16 AM M-F 11-12n 11a-12p :30 HMP12FL18T08H \$450.00 NM 6 WPTV M 11/05/12 11:23 AM M-F 11-12n 11a-12p :30 HMP12FL18T09H \$450.00 NM									

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Advertiser	Product	Estimate Number
House Majority PAC	House Majority PAC	1903



Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	10/30/12	11/05/12	M-F 12n-1p	12-1p	MTWTF--	:30	3	\$650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 MTWTF-- 3 \$650.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 8 WPTV Th 11/01/12 12:20 PM M-F 12n-1p 12-1p :30 HMP12FL18T08H \$650.00 NM 7 WPTV F 11/02/12 12:08 PM M-F 12n-1p 12-1p :30 HMP12FL18T09H \$650.00 NM 9 WPTV M 11/05/12 12:21 PM M-F 12n-1p 12-1p :30 HMP12FL18T08H \$650.00 NM									
14	10/30/12	11/05/12	M-F 2-3p	2-3p	MTWTF--	:30	2	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 MTWTF-- 2 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 WPTV F 11/02/12 2:20 PM M-F 2-3p 2-3p :30 HMP12FL18T08H \$350.00 NM 6 WPTV M 11/05/12 2:55 PM M-F 2-3p 2-3p :30 HMP12FL18T08H \$350.00 NM									
15	10/30/12	11/05/12	3-4pm Jeff Probst	3-4p	MTWTF--	:30	2	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 MTWTF-- 2 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 WPTV Tu 10/30/12 3:50 PM 3-4pm Jeff Probst 3-4p :30 HMP12FL18T09H \$600.00 NM 6 WPTV W 10/31/12 3:56 PM 3-4pm Jeff Probst 3-4p :30 HMP12FL18T09H \$600.00 NM									
16	10/30/12	11/05/12	M-F 4p-5p	4-5p	MTWTF--	:30	3	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 MTWTF-- 3 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 7 WPTV Tu 10/30/12 4:53 PM M-F 4p-5p 4-5p :30 HMP12FL18T08H \$850.00 NM 9 WPTV F 11/02/12 3:58 PM M-F 4p-5p 4-5p :30 HMP12FL18T09H \$850.00 NM 8 WPTV M 11/05/12 3:59 PM M-F 4p-5p 4-5p :30 HMP12FL18T09H \$850.00 NM									
17	10/30/12	11/05/12	M-F 5-530p	5-530p	MTWTF--	:30	4	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 MTWTF-- 4 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 11 WPTV Tu 10/30/12 5:27 PM M-F 5-530p 5-530p :30 HMP12FL18T09H \$2,000.00 NM 13 WPTV W 10/31/12 5:11 PM M-F 5-530p 5-530p :30 HMP12FL18T08H \$2,000.00 NM 10 WPTV Th 11/01/12 5:19 PM M-F 5-530p 5-530p :30 HMP12FL18T09H \$2,000.00 NM 12 WPTV M 11/05/12 5:12 PM M-F 5-530p 5-530p :30 HMP12FL18T08H \$2,000.00 NM									
18	10/30/12	11/05/12	M-F 530-6p	530-6p	MTWTF--	:30	4	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 MTWTF-- 4 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 8 WPTV Tu 10/30/12 5:53 PM M-F 530-6p 530-6p :30 HMP12FL18T08H \$2,000.00 NM 10 WPTV W 10/31/12 5:42 PM M-F 530-6p 530-6p :30 HMP12FL18T09H \$2,000.00 NM 11 WPTV Th 11/01/12 M-F 530-6p 530-6p :00 \$2,000.00 NM See MG 18.12 12 WPTV F 11/02/12 M-F 530-6p 530-6p :00 \$2,000.00 NM See MG 19.10 9 WPTV M 11/05/12 5:51 PM M-F 530-6p 530-6p :30 HMP12FL18T09H \$2,000.00 NM									

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
19	10/30/12	11/05/12	M-F 6-630p	6-630p	MTWTF--	:30	3	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 MTWTF-- 3 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 8 WPTV W 10/31/12 6:27 PM M-F 6-630p 6-630p :30 HMP12FL18T08H \$3,000.00 NM 7 WPTV F 11/02/12 M-F 6-630p 6-630p :00 \$3,000.00 NM See MG 19.10 10 WPTV F 11/02/12 6:52 PM M-F 630-7p 630-7p :30 HMP12FL18T08H \$6,000.00 NM MG for 18.12,19.7 mkgds for est #1902 & 1903 9 WPTV M 11/05/12 6:28 PM M-F 6-630p 6-630p :30 HMP12FL18T08H \$3,000.00 NM									
20	10/30/12	11/05/12	M-F 630-7p	630-7p	MTWTF--	:30	1	\$10,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 MTWTF-- 1 \$10,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WPTV M 11/05/12 M-F 630-7p 630-7p :00 \$10,000.00 NM See MG 20.5 5 WPTV M 11/05/12 7:25 PM Nightly News Special 7-730p :30 HMP12FL18T09H \$10,000.00 NM MG for 20.4 11/05									
23	10/30/12	11/05/12	M-F 7-730p	7-730p	MTWTF--	:30	1	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 MTWTF-- 1 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WPTV W 10/31/12 7:12 PM M-F 7-730p 7-730p :30 HMP12FL18T09H \$2,500.00 NM									
24	10/30/12	11/05/12	M-F 730-8p	730-8p	MTWTF--	:30	1	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 MTWTF-- 1 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 WPTV Su 11/04/12 6:11 PM Su 6p 6-630p :30 HMP12FL18T09H \$2,500.00 NM MG for 24.4 11/05 4 WPTV M 11/05/12 M-F 730-8p 730-8p :00 \$2,500.00 NM See MG 24.5									
25	10/30/12	11/05/12	VOICE	8-11p	M-----	:30	1	\$4,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 M----- 1 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WPTV M 11/05/12 9:40 PM VOICE 8-11p :30 HMP12FL18T08H \$4,000.00 NM									

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Advertiser	Product	Estimate Number	
House Majority PAC	House Majority PAC	1903	



Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
27	10/30/12	11/05/12	M-F 11-1135p	11-1135p	MTWTF--	:30	3	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 MTWTF-- 3 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 7 WPTV Tu 10/30/12 M-F 11-1135p 11-1135p :00 \$2,500.00 NM See MG 27.10 9 WPTV W 10/31/12 11:29 PM M-F 11-1135p 11-1135p :30 HMP12FL18T09H \$2,500.00 NM 10 WPTV Th 11/01/12 M-F 11-1135p 11-1135p :00 \$2,500.00 NM See MG 27.11 11 WPTV F 11/02/12 11:21 PM M-F 11-1135p 11-1135p :30 HMP12FL18T09H \$2,500.00 NM MG for 27.10 11/01 8 WPTV M 11/05/12 11:28 PM M-F 11-1135p 11-1135p :30 HMP12FL18T09H \$2,500.00 NM									
28	10/30/12	11/05/12	Sa 11-1130p	11-1130p	-----S-	:30	1	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 -----S- 1 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WPTV Sa 11/03/12 Sa 11-1130p 11-1130p :00 \$2,500.00 NM See MG 28.4 4 WPTV M 11/05/12 11:59 PM NewsChannel 5 LN Spcl 1135p-1205a :30 HMP12FL18T08H \$2,500.00 NM MG for 28.3 11/03									
30	10/30/12	11/05/12	M-F 1135p-1235a	1135p-1235a	MTWTF--	:30	3	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 MTWTF-- 3 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 9 WPTV Tu 10/30/12 M-F 1135p-1235a 1135p-1235a :00 \$750.00 NM See MG 30.10 10 WPTV Th 11/01/12 12:30 AM M-F 1135p-1235a 1135p-1235a :30 HMP12FL18T08H \$750.00 NM MG for 30.9 10/30 7 WPTV F 11/02/12 11:58 PM M-F 1135p-1235a 1135p-1235a :30 HMP12FL18T08H \$750.00 NM 8 WPTV M 11/05/12 12:15 AM M-F 1135p-1235a 1135p-1235a :30 HMP12FL18T09H \$750.00 NM									
31	10/30/12	11/05/12	M-F 1235-135a	1235-0135a	MTWTF--	:30	2	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 MTWTF-- 2 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 WPTV Tu 10/30/12 1:01 AM M-F 1235-135a 1235-0135a :30 HMP12FL18T09H \$300.00 NM 5 WPTV M 11/05/12 1:42 AM M-F 1235-135a 1235-0135a :30 HMP12FL18T08H \$300.00 NM									
32	10/30/12	11/05/12	chicago fire	10-11p	--W----	:30	1	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 --W---- 1 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 10/31/12 10:29 PM chicago fire 10-11p :30 HMP12FL18T08H \$2,500.00 NM									

Total Spots 54 Gross Total \$93,650.00

Payment Terms 30 Days

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<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
House Majority PAC	House Majority PAC	1903

Agency Commission \$14,047.50

Net Amount Due \$79,602.50